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INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

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(21) International Application Number: PCT/US00/10058 (22) International Filing Date: 14 April 2000 (14.04.00) (30) Priority Data: 60/129,589 16 April 1999 (16.04.99) US (71) Applicant (for all designated States except US): THINKMART.COM, INC. [US/US]; 921 Arboretum, Burlington, MA 01803 (US). (72) Inventors; and (75) Inventors/Applicants (for US only): WU, Eugene, Xiaogang [US/US]; 199 Rosemont Drive, North Andover, MA 01845 (US). XIA, Chun [CN/US]; 3003 Country Club Court, Palo Alto, CA 94034 (US). (74) Agent: DUNNING, Richard, A., Jr.; Fish & Richardson P.C., Suite 100, 2200 Sand Hill Road, Menlo Park, CA 94025 (US).		(81) Designated States: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK, DM, DZ, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG). Published <i>Without international search report and to be republished upon receipt of that report.</i>
(54) Title: METHOD AND SYSTEM FOR TRADING INTELLECTUAL PROPERTIES AND SERVICES (57) Abstract A method and computer program product for electronic commerce. In one implementation, the method includes receiving electronic content; automatically offering an intellectual property right for the electronic content; receiving a request for the intellectual property right; and transferring the intellectual property right to the sender of the request. In another implementation, the method includes receiving, from a service provider, a request to offer an online service; automatically posting the offer; and receiving, from a client, an acceptance of the offer, thereby establishing a service contract.		

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METHOD AND SYSTEM FOR TRADING INTELLECTUAL PROPERTIES AND SERVICES

5

Related Applications

This application claims the benefit of U.S. Provisional Application No.
60/129,589, filed April 16, 1999, the disclosure thereof incorporated by reference
10 herein in its entirety.

Background

The present invention relates generally to systems and methods for electronic
15 commerce.

Summary

The present invention features a method and computer program product
20 for electronic commerce.

In one implementation, the method includes receiving electronic content;
automatically offering an intellectual property right for the electronic content;
receiving a request for the intellectual property right; and transferring the
intellectual property right to the sender of the request.

25 According to one aspect, offering includes offering the intellectual
property right for sale.

According to another aspect, offering includes offering the intellectual
property right for rent.

30 According to one aspect, the method includes receiving a payment from
the sender of the request.

According to one aspect, the method includes sending a payment to a
custodian of the intellectual property right.

According to one aspect, the method includes sending a portion of the electronic content to the sender of the request.

In another implementation, the method includes receiving, from a service provider, a request to offer an online service; automatically posting the offer; and
5 receiving, from a client, an acceptance of the offer, thereby establishing a service contract.

According to one aspect, the method includes providing a channel for the online service.

According to one aspect, the method includes scheduling an appointment
10 for the online service; and informing the service provider and client of the appointment.

According to one aspect, the method includes receiving a deposit from the client; and transferring the deposit to the service provider if the client does not access the channel near the time of the appointment.

15 According to one aspect, the method includes receiving a deposit from the service provider; and transferring the deposit to the client if the service provider does not access the channel near the time of the appointment.

Further features and advantages of the present invention as well as the structure and operation of various implementations of the present invention are
20 described in detail below with reference to the accompanying drawings. In the drawings, like reference numbers indicate identical or functionally similar elements.

Brief Description of the Figures

25 The present invention will be described with reference to the accompanying drawings.

FIG. 1 depicts a system architecture.

FIG. 2 depicts applications servers and database architecture.

FIG. 3 depicts a structure.

30 FIG. 4 depicts an item for sale.

FIG. 5 depicts a process.

Detailed Description

Method and System for Trading Intellectual Products and Services

We have invented methods and systems for an interactive electronic infrastructure in which any remotely located individuals and ~~businesses can exchange and trade their intellectual properties~~ directly and real-time in any kinds of digital formats. The owners of intellectual properties can easily send their creation in any digital formats from remote terminals directly onto the system real-time, which will then immediately be added into a searchable database. The owners of digital intellectual properties can set up their online IP merchant on this system by defining and modifying the terms, conditions and usage rights for their work to be traded to the buyers from remote terminals. The owners of digital IP can effectively manage their online IP merchant by utilize all kinds of marketing, management reporting tool to manage their product real-time from remote terminals. The buyers of the digital work can search the database of IP and upon agreement with owners' terms, conditions and usage rights, download digital intellectual properties directly from the system to their remote terminals and use digital work under the usage rights. The buyers can promote their needs real-time through tools provided by the system from remote terminals. The owners and buyers of digital work can interact with each other real-time on this system. The digital intellectual properties can be traded on this system include not only the traditional published books, music, video and software products, but all other intellectual creations by any individuals and businesses in any kinds of digital formats.

Aspects include:

1. An electronic network infrastructure that provides an interactive marketplace for any owners and buyers to buy, sell and trade intellectual properties directly and real-time in all digital formats from remote terminals.
2. A do-it-yourself online system and user interface that allows any individuals and businesses who are the owners of intellectual properties to directly upload from remote terminals in any digital formats and set up an online intellectual property merchant.
3. A do-it-yourself online system and user interface that allows any owners of intellectual properties to manage and market their digital work on their online intellectual property merchant from remote terminals utilizing real-time marketing, reporting and analysis tools provided by the system.
4. A do-it-yourself online system and user interface that allows any buyers of digital work to define and promote their needs and wants directly and real-time from remote terminals.
5. A method and system that allows any individuals and businesses to exchange and trade intellectual properties directly besides the conventional methods such as books, CDs and software products which has to go through a time, money consuming process.
6. A searchable online database system for intellectual properties which can be created and modified real-time by any owners of intellectual properties from remote terminals.
7. A searchable online database system for needs of intellectual properties which can be created and modified real-time by any buyers of intellectual properties from remote

terminals.

8. A real-time interactive system allows any owners and buyers of intellectual properties to communicate with each other from remote terminals through tools provided by the system.

9. Reference tool that allows buyers of intellectual properties market their new intellectual creations based on information and citations provided from intellectual products on the database.

10. Any owners of digital work can market their intellectual creation directly to the buyers through this system without going through a timely and costly process.

11. Any buyers of digital work can post their need of intellectual properties real-time directly to the owners through this system.

12. An online marketplace that any owners of intellectual properties can set up and manage their IP merchant real-time from remote terminals.

13. An online marketplace to match the digital intellectual creation with needs of buyers.

14. A management reporting and marketing system for owners of intellectual properties to manage and market their intellectual product from remote terminals.

15. A personalized online system for any owners and buyers of intellectual properties to trade and exchange digital work.

16. An online community environment for owners and buyers of intellectual properties through real-time communication channels and community events.

17. A real-time referral reward system to encourage participation of buying, selling and trading of intellectual properties.

18. A market place as well as community for traders to evolve intellectual properties with system provided traceable reference chain in order to maintain the ownership and originality.

19. A system to manage the versions of the evolving works of intellectual property owners.

20. A system with proprietary technology that allows buyers preview the IP product but prohibits electronic copying.

21. A marketplace dedicated to IP trading and professional or non-professional communities. This marketplace is networked to other non-IP focused marketplace or communities.

22. A set of management reporting systems that have user-friendly interface which allows community members to analyze and improve the profitability of their online IP merchant by set and change marketing, product management strategy real-time.

23. Value-adding service: trader can submit the IP work and ask bid on improvement (value-add) by any IP service provider. e.g. a student can ask some tutor to polish the term paper.

24. Value-added reseller: once the license can be carried from original author to VAR, this model will work. e.g. the tutor will sell the sample term paper he polished and pay a percentage to that student.

The present invention relates to an online trading system for digital intellectual properties.

The invention presents a method and system for an interactive electronic network system that any remotely located individuals

and businesses can exchange and trade their intellectual properties real-time in any kinds of digital formats. For the first time, any owners of digital work can market their intellectual creation directly to the buyers without going through a process that cost certain level of money, time and inconvenience.

The exchange and trade is conducted over a computer network that includes a central computer, any number of remote computers, and communication lines connecting the remote computers to the central computer. In the preferred embodiment, the central computer is a world-wide web server and the communication lines are Internet lines that connect owners and buyers of intellectual properties at their remote computers to the world-wide web server.

The method includes the step of registering a number of owners of intellectual properties into the central computer. The owners can then submit their products onto the central computer and then write descriptions with both word and graphic content. The owners can define their product price, use special promotions and advertising tools provided by the central computer. The owners can modify all the product, price and promotion information any time, real-time from any remote terminals. The owners can choose to pull out the intellectual properties from the central computer with advance notification. The owners can choose to promote their work by writing author review, rent or bid advertisement on different web pages on the system. The owners can also choose to buy others intellectual properties on this system.

The central system provides real-time management system to the IP owners. The management reporting system will provide user friendly interface for IP owners to view how many copies each of their digital work has been transferred, previewed and clicked, how much revenue each of their digital work has generated. What kind of marketing tools they have been using for each digital work, and the effectiveness measurement for each marketing tool. The IP owners can choose to change each of their IP products' prices, description, marketing tools real-time. The owners of IP can choose to disclose their own background information to potential buyers and also can modify the level of disclosure anytime, real-time.

The IP submitted by owners then will be added into a real-time searchable database, which would allow the buyers to search and browse, by all kinds of searching tools. The buyers can review the IP product descriptions provided by owners. The relational database will not only show the intellectual property that buyers choose, but also provide related intellectual properties that may fit the buyers interests. The database will also provide related information to buyers such as reviews by owner and other buyers, owner profile provided by IP owners.

The potential buyers of IP can choose to sample a representative portion of the work before the final purchase.

Buyers can choose to buy the products anytime agree with the

terms and conditions provided by owners and download the product directly from central computer. After purchase, buyers can provide product review by adding comments and rating real-time to the database. Buyers can post wanted advertisement for their desired intellectual properties. The wanted advertisement will be added into another searchable database. Buyers can publicize their need for IP by renting and bidding on primary web pages in the system. The system provides expense-reporting system to members, which itemizes all expense history and amount information.

The system provides a reference tool, which allows owners of IP to cross-reference with other IP on the system.

The system allows owners as well as buyers to bid on advertisement on different areas of different WebPages. Buyers and Owners of intellectual properties can communication with each other on the system through real-time chat or discussion board.

The system allows owners of IP to auction their IP product online.

The system provides owners of IP value added services such as ISBN, copyright, trademark services.

The system will be supported by sharing a percentage of income with IP owners in every transaction of digital intellectual properties.

The system provides a reference reward system to encourage member IP traders to introduce the system to other people to join as members. When a new member register into the system, it will let the new member input a reference name or code that trace to the referral existing member. The system will reward the referral members with certain percentage of income and expense from the system's share of transaction. The system provides management reporting system to the referral members to review their income from each of the member they introduced to the system. The referral members can choose to review the background information of each referee and their work available on the system just as other buyers.

The central system lets owners of intellectual properties to choose to maintain a balance of income on the system or withdraw anytime from the system.

The central system periodically sends members electronic mails providing personalized information such as income statement, expense report, new referenced members, etc.

The central system sends newsletter to members regarding community events, news and new product developments.

The central system organizes community events such as contest, survey, market research, brainstorming session, etc.

All management reporting systems have user-friendly interface.

that allows community members to analyze and improve the profitability of their online IP merchant by set and change marketing, product management strategy real-time.

The present invention provides an electronic infrastructure system to enable any individuals and businesses to buy, sell and trade their intellectual products and services real-time. This system provides ultimate integration of content, interaction, merchant management system, workflow process management, communications, real-time transaction, etc. The intellectual products and services trading would not be limited to certain number of participation parties, nor certain kind of communication format. For example, it can be multiple parties developing a legal agreement with the real-time legal service provided by multiple law firms, etc.

Our invention will provide a great infrastructure system to enable any individuals and businesses to buy, sell and trade their intellectual products and services. The facilitation of communications using the chat channels is just one of the many value-added services we are providing. The intellectual service trading would not be limited to two parties, nor just chat channels. It can be multiple parties developing a legal agreement with the legal service provided by a law firm, etc.

Advantages can include one or more of the following:

People's intellectual creations are mostly based on other people's prior intellectual creations. Our human history is a progress history, which is largely based on the exchange of intellectual properties among people. The cost, inconvenience, time associated with the process for people to exchange and trade intellectual properties hinders the human progress.

As we are joining the Internet age, the intellectual properties should not be restricted by the traditional physical media such as books, CDs. IP should be exchanged in the format and carrier of Internet medium, for most economic storage, most massive distribution and least production cost. By the nature of intellectual properties, they should be most economically traded in Internet. It is simply not right to continue to trade and exchange digital IP using the conventional marketplace.

Due to the Internet self-service marketplace supporting micro and massive trading economically, the definition of IP product exceeds conventional books, CD's, which emphasize the quality of aggregated IP content in dense formats. Internet IP market proposed here allows fragmented IP content become marketable and sellable IP product that traditionally not to be considered marketable and sellable.

It is an object of the present invention to provide an interactive electronic infrastructure for any individuals and businesses to exchange and trade intellectual properties real-time with ut going through a traditional process. It is another objective of the present invention to provide an interactive marketplace for any individuals and businesses to exchange and trade intellectual properties real-time from remote locations. A further objective of the present invention is to provide a system to allow the intellectual properties to be

exchanged faster, cheaper and easier than any current systems.

Revenue Source

1. Revenue Sharing with Authors/Publishers
2. Promotion vShelf space rental for Authors/Publishers, Wanted Ad Posters
3. Promotion tool kit rental for Authors/Publishers (Ad Banner, Special Promotion)
4. Ad Banner and Promotion vShelf Rental for External Merchants
5. Co-Marketing with External Merchants
6. Value-Add Service for Authors (Copyright, ISBN, Legal services)
7. Listing Fee of Auction of Trademark, etc., refer legal services commission fee

Key Module	Feature	Description
Main	Search	<ul style="list-style-type: none"> Drop Down Categories Menu, such as Documents, Software, Graphic Art, Trademark etc., or All Search for current listings, Title, Keyword, Subject, Full Text as priority
Main	Browse Subjects	<ul style="list-style-type: none"> Browse by Subjects
Main	Submit	<ul style="list-style-type: none"> Let people to submit anytime Based on different subject they are browsing
Main	Register	<ul style="list-style-type: none"> Let new users to register and become members Slogan: Not Only Free, It Pays!
Main	Member Login In	<ul style="list-style-type: none"> User Name, Password Go
Main	Partner Program	<ul style="list-style-type: none"> Web Sites that want to sell their files, books, software through this site can come here to register; can access services provided by another web-site via XML (e.g., visitors can perform a search on Amazon.com from our site, visitors can use balances on our site to pay for Amazon merchandise)
Main	Chat Room	<ul style="list-style-type: none"> Open Chat Channels Chat Channel with Host, Participants Format Reserve a Channel to do online focus group, Brainstorm session etc.
Main	Discussion Boards	<ul style="list-style-type: none"> Discussions Survey, Market Research, Focus Group
Main	Advisor	<ul style="list-style-type: none"> Interactive Advisor to provide tips and advise about using the site How to make money, how to submit, how to post wanted ad, how to use marketing tool, etc..
Main	Top Sellers	<ul style="list-style-type: none"> Top 100 sellers List file name, author, let people go to file detail
Main	Award Winners/Editor's Choice, etc.	<ul style="list-style-type: none"> Award Winners for different contests Same as Top Sellers
Main	Post Wanted Ad	<ul style="list-style-type: none"> Free Post Wanted Ad about Wanted Files, URL or Trademark, Offer starting from \$? Can decided to pay for Wanted Ad for a Fee to get quick attention
Main	Search/Bro	<ul style="list-style-type: none"> Browse Wanted Post by Subject

	wse Wanted Post	<ul style="list-style-type: none"> Choose to Respond with submission Go to Submit Module
Main	"Really Wanted" Ad	<ul style="list-style-type: none"> Display Paid Wanted Post Ad is sold to posters Switch-able Billboard that display a new one every few seconds
Main	Site New Product/ser vice	<ul style="list-style-type: none"> Promotion from us about our new product/services Switch-able Billboard that display a new one every few seconds
Main	Featured Files	<ul style="list-style-type: none"> Promotion Bided By Members Switch-able Billboard that display a new one every few seconds
Main	About/Leg al/Right/Po licy	<ul style="list-style-type: none"> Copyright disclaimers Terms & Conditions Privacy Policy Importance and Ethical about reference others work
Main	Ad Banners	<ul style="list-style-type: none"> Co-Marketing Ad rented by External Merchants
Main	Anti Fraud Complain System	<ul style="list-style-type: none"> Already covered in the terms and conditions
Main	Shopping Cart	<ul style="list-style-type: none"> Start with Empty Let people add to cart If not empty, add icon let people to check out
Main	Check Out	<ul style="list-style-type: none"> Review shopping cart List of items and price with total amount Option to delete or change Go to Purchase If not a preferred member, remind discount benefit of becoming a preferred member
Main	Purchase	<ul style="list-style-type: none"> Go to secure order form Go to Sales Tax Inquiry (See Next) Site enables person to make a deposit and draw against it. If member, balance purchase if balance over 0, otherwise remind credit card info, let member have option to charge to a different card, for preferred member, charge \$20x as lot, ie. 20, 40, 60, 80, ... If non-member, full credit card info + personal info Remind benefit of becoming a member, 15% discount, etc.
Purchas e	Sales Tax Inquiry (Void) Just for reference	<ul style="list-style-type: none"> Look up the files the shopping cart for author's home state, home country If Not USA, jump to end Look Up sales tax rate, If state taxes = 0 for all titles, jump to end Otherwise, Pump a notice saying: If you are currently in the author's home state, this purchase will be subject to sales tax Additional Actual Messages: <ul style="list-style-type: none"> Please state where you currently are: (For first title) Author Home State, title name, check point (For second title) Author home State, title name, check point More titles

		<ul style="list-style-type: none"> • Last choice: none of above (Obviously, purchaser can only pick one) • If none of all, jump to end – no sales tax • Otherwise look Up sales tax that applies, add sales tax to price • End
Main	Community Events	<ul style="list-style-type: none"> • Events such as contests, survey etc. • Market Research Event paid by external companies, such as paid focus group, test market, brainstorm, etc.
Main	Browse Auction Items	<ul style="list-style-type: none"> • URL, Trademark items which are not reusable
Main	Post Auction Items	<ul style="list-style-type: none"> • Go to Post Auction Items
Main	Featured Auction Items	<ul style="list-style-type: none"> • Paid Ad from Auction Items such as URL or Trademark
Search	Advanced "Smart" Search	<ul style="list-style-type: none"> • By Author, Title, Subject, Key Word, ISBN, Publisher, Date • Full text search? – search the entire document
Search	Top Matches	<ul style="list-style-type: none"> • Display Top Matches with Key Word Search • Most Relevant 5 Matches
Search	Full Results	<ul style="list-style-type: none"> • Display 25 matches at a time • Preferred Member Listed Top • Rest listed Alphabetically • Show author, price info
Search	File Details	<ul style="list-style-type: none"> • Add to Shopping Cart or Quick Buy (Impulse Buy) • Display Detail about selected file • Title, Pages or Bytes, full description from author, author name or nickname, list date • Price (include sales tax) – remind 15% discount for preferred member, icon to register as preferred member • Review Promotion from Author – such as get x% rebate if submit a quality review selected by author • (Preview Option – let people preview partial document through PDF) • Can drill down to Author profile • Sales Rank total, and by subject • Review Rating Average • Number of Reviews, (Downloads) • Cross-selling list: who bought this file also bought these files... • Detail Review, Customer Comments and Rating Information • Cross-selling: who bought this file also bought titles by these authors ... • Reference list: files that reference this file..., files that this file references ... • Look for similar books on this subject • File Review – I have read it, I want to review it
Search	Impulse Submit	<ul style="list-style-type: none"> • People can submit when they think they have a file that for this subject or similar one while searching
Search	Ad Banners	<ul style="list-style-type: none"> • Co-Marketing Ad • Easiest target: online bookstore, software vendor, publisher, etc.

		etc.
Search	Impulse Post Wanted Ad	<ul style="list-style-type: none"> • People can post a wanted ad when they think there is nothing available now
Search	Impulse Buy	<ul style="list-style-type: none"> • Skip shopping cart and go right to check out • No more searching
Search	Add to Cart	<ul style="list-style-type: none"> • Add file to shipping cart
Search	Search Tips	<ul style="list-style-type: none"> • Advise about how to search
Browse	Subject List	<ul style="list-style-type: none"> • List Major Subjects
Browse	Sub-subject List	<ul style="list-style-type: none"> • List Sub-subject • Featured Promotion Files rented by members • Site Recommendations of Award Winners • List of Essential Bookshelf such as <ul style="list-style-type: none"> • Best Sellers within sub-subject • New within sub-subject
Browse	Impulse Buy	
Browse	Impulse Post Wanted Ad	
Browse	Impulse Submit	
Browse	File Select	<ul style="list-style-type: none"> • Go to File Details
Submit	If Current Member	<ul style="list-style-type: none"> • Login first • Jump to Member Submit
Submit	Non-member Submit	<ul style="list-style-type: none"> • Register – Member Profile Template • Same as Member Submit Template
Submit	Member Submit Template	<ul style="list-style-type: none"> • Title • Subject • Set Price for preferred member only, exclude sales tax (We will mark min of (15% or \$0.5) up for non-preferred members) – check author's home state and apply sales tax by looking up sales tax table for each state <ul style="list-style-type: none"> • Need Advise? See Price range in the same subject matter by pages and bytes • Keywords not in title • Description • Copyright Agreement Reviewed, Checked, Initialed, and Dated (Important!) • Remind to put copyright statement (such as copyright reserved by XXX) in member's file • Upload or (email with attachment) File, or multiple files for the same sale • Automatic Convert to PDF File • Remind user can change information later • Submit – go to After Submit
Submit	Advisor	<ul style="list-style-type: none"> • How to submit • How to make money
Submit	After submit	<ul style="list-style-type: none"> • Assign an internal file No <ul style="list-style-type: none"> • Numbering system: Category# subject# date.sequence# • Summary of submit information

		<ul style="list-style-type: none"> • Give the member option to change right away • List of related files in the same subject • Remind value-added service such as copyright, ISBN, etc. • Email notification • Want to submit another file? – go to submit again
Member Login	Personalization	<ul style="list-style-type: none"> • Personalized Homepage, with most interested subject, newsletter, product, etc. • Statement of how much \$ member made on this site, top selling files, etc.
Member Login	Account Balance	<ul style="list-style-type: none"> • Income Statement Format <ul style="list-style-type: none"> • Total Income by selling files • + Income by referring reward program <ul style="list-style-type: none"> • Be able to Go to Referring Program Detail • - Marketing Expense (Ad, promotion toll, etc.) • = Total Operating Income • - Shopping Expense • + Initial Deposit • + Credit Charge • = Current Cash Balance • Analysis Tools for Member as Merchant Manager <ul style="list-style-type: none"> • Income statement by month, year • Income, Marketing Expense, Operating Income by month, year • Graphs and Charts • Encourage members to use cash balance to buy other people's file • Cash Out Request <ul style="list-style-type: none"> • If balance lower than \$50 Balance, \$2.00 processing fee will occur • If over \$50, no charge • If USA, need to file social security number for income tax report (remind if spend balance internally, no need for income tax report) • Will email confirmation letter to member to verify the request • Upon confirmation response from member, mail check to user
Member Login	"Smart Thinker" Product Manager Let Member manage 3Ps: Product, Price and Promotion	<ul style="list-style-type: none"> • A table of 1. Current Inventory List of Submitted files ranked by sales revenue, 2. Detail Report of Clicks and Downloads, for Each Document, 3. Current promotion tool using for each file • Can Review and change the current files regarding description, price information, current buyer review, promotion, etc. <ul style="list-style-type: none"> • Right to change description, price, insert graphic icon files • can only delete reader review but can not change it – require 30 day period to delete a review unless the review violates ground rule which should report to system • Right to de-list the file – Requires 30 day period notice • Pricing Promotion Tools • Reminder of value-added service specially for top selling files • (Beginner and Expert Level Marketing Functions)

		<ul style="list-style-type: none"> Free of charge promotional tools, such as 1. Author review; 2. Price reduction special promotion; 3. Signs and Icons; Rental or Paid promotional tool, such as 1. Pay to join a contest to become an award winner with \$\$; 2. Bid on Billboard rental at main page, subject pages, etc.; 3. Targeted marketing Campaign for targeted Ad banners or (emails), fixed fee; 4. Special Promotion of Rebate Program exchange for reader reviews or references Marketing Effectiveness Measurement Program: Statistic Results to measure the effectiveness of paid (Rental) programs, % increase of clicks, revenue, reviews, references, etc. Advisor of How to market
Member Login	Referral Reward Program Detail	<ul style="list-style-type: none"> A Table list all the nickname of referees, number of titles of each referees, reward to the member from each referee's income (10% of referees' sales INCOME (not revenue), not include referring reward), reward to the member from each referee's spending (5%), date when referee first register at ThinkMart <ul style="list-style-type: none"> If in the last 12 months, the member's total combined spending + income exclude reward > \$50, member will keep all the referees on the list Otherwise, member can only keep referees within one year after the referees sign up, the member need to keep recruiting people - because each referee will expire from member's referee list after 1 year Keep reminding member that if not spend and/or sell over \$50, how many referees will potentially lost, different color for recent referees and over 12 month referees Would be able to draw into and review member profile from the nickname list If referee permit, can email them directly from ThinkMart with tips and advice to make more money, or spend more money
Member Login	Purchasing Expense History	<ul style="list-style-type: none"> Expense Total Amount A Table List Detailed Purchasing History: File Title, Subject, Date Download, Expense, special program on going such as review or reference rebate <ul style="list-style-type: none"> if there is special promotion such as review or reference rebate program, it will show in the table can choose to post a review the file or go to reference tool Analysis Tool for Purchasing Expense by month, by year
Member Login	Reference Tool	<ul style="list-style-type: none"> List all the current file inventory by title Check one file title Separate window will list all purchased file titles Checkmark all reference titles Done
Member Login	Wanted News	<ul style="list-style-type: none"> Wanted Post Related to member's primary interest Browser Wanted Posts Targeted Submit - Go to Submit Module
Member Login	Submit	<ul style="list-style-type: none"> Go to Submit
Member Login	Onsite Promotions	<ul style="list-style-type: none"> News regarding onsite promotional, billboard rental products

	Bidding News	
Member Login	Option to Upgrade to "Value" or "Preferred" Account "Superthinker"	<ul style="list-style-type: none"> Preferred Member will be charged every \$20 lot once balance is negative, ie. Charge of \$20, 40, 60, 80 ... Benefits: <ul style="list-style-type: none"> Up to 15% saving, get min of (\$.50 or 15%) discount on every purchase (transaction fee saving for us) Listed Top in Search Results Priority in Rental Bidding
Member Login	Member Profile	<ul style="list-style-type: none"> Review and change author profile information Select information can be viewed by public readers
Member Login	Advisor	<ul style="list-style-type: none"> How to make more money How to market users' product How to use onsite promotional tool
Member Login	Browse	<ul style="list-style-type: none"> Go to Browse
Member Login	Search	<ul style="list-style-type: none"> Go to Search
Member Login	Password	<ul style="list-style-type: none"> Change Password Password Reminder
Member Login	Signoff	<ul style="list-style-type: none"> Log Off
Member Login	Interactive with Reader	<ul style="list-style-type: none"> A fancy feature allow member to real-time monitor people who are reviewing their files and "chat" with readers
Register	New member Template	<ul style="list-style-type: none"> Personal Information, first name, last name or company name, email address, retype email address, phone, address such as street, city, state, zip, country, date of birth Member Name, Password Do you hear from us from a current member? Input Member name let member get referral award <ul style="list-style-type: none"> Do you permit your referral to email you from ThinkMart? Remind Can Make Money on Refer Reward System <ul style="list-style-type: none"> Get 10% of Referees' Sales Earning (Exclude referring reward) Plus 5% of referee's spending at ThinkMart If in the last 12 months, the member's total combined spending + income exclude reward > \$50, member will keep all the referees on the list Otherwise, member can only keep referees within one year after the referees sign up, the member need to keep recruiting people - because each referee will expire from member's referee list after 1 year Like the our newsletter? Review terms and conditions about copyright (Menu format to save space) Agree, Initial, Dated and Register Confirmation through email
Advisor	Make money	
Advisor	Pricing	
Advisor	Submit	

Advisor	Post Wanted Ad	
Advisor	Product Manger	
Site Services	Referring Program Update	<ul style="list-style-type: none"> • At the end of every day, check new registered members, send notifying email to current member about their new referees today
Site Services	Earning Statement	<ul style="list-style-type: none"> • Email monthly or weekly statement to members (Frequency choose by member)
Site Services	Email Newsletter	<ul style="list-style-type: none"> • Promote site's new product/services, special events, tools • Remind value-added services • Promote author paid featured files ad • Member can decide to not receive newsletter at member account

Online Real-time Interactive Intellectual Services
Trading Using Paid Client-Host Chat Channel

Not only people can buy, sell, and trade their intellectual works using this system, but also people can buy, sell and trade real-time interactive intellectual services using this system.

For example, a lawyer can put his/her intellectual creation onto the system and built reputation in the cyber-community. A potential client can view the lawyer's intellectual creation collections and biography to assess if this lawyer meet his/her potential need for legal service. Then if this lawyer choose to provide real-time online legal service using this system, the client can choose this option, review service fees (rates by minute) and go to this lawyer's online legal service schedule and make an appointment. (For example, the lawyer will provide his/her rate, also his/her calendar for open online service schedule.) By doing that, the client will have to review and agree the service contract and put down a small amount of refundable deposit. The amount of deposit will be a percentage of the total estimated service charge. (For example, if the lawyer's service rate is \$3/minute, the client reserved 60 minutes, the total estimated service charge will be \$180, the deposit will be 10% = \$18). The client will also define the deadline when he/she needs a confirmation from the service provider. The service fee terms and available schedule will be determined by service providers.

To prevent no show scenarios from both parties, the system has a penalty system to enforce the seriousness of this service "contract". First of all, the appointment scheduling needs certain period time of advanced notification. The advance time period is determined by the service provider given that it is enough time for him/her to confirm the appointment and notify the clients. (For example, a lawyer can determine that he/she needs at least 2 weeks of advance notification in order to confirm his/her calendar and get back to the client.) The Once the potential client makes the appointment, the system will notify the service provider, in this case the lawyer, with email to the lawyer as well as notification when the lawyer log on his/her account. The lawyer need to respond and confirm with the client with notification tools provided by the system. If the appointment is not confirmed before the deadline, the contract is off and client's deposit will be refunded.

Once the appointment is confirmed, then there is a valid service contract with contract notification send to both parties. When the appointment time is up, the system will have to require both parties to log on to the service provider's exclusive chat channel at the appointment time. The client will need a password provide by the system in the confirmation notification to log on to the exclusive channel. If either party fail to log on to the system within a very short period of time (for example, 5 minutes) pass the appointment time, it would consider breach of contract. If the client does not show up, his/her deposit will be rewarded to the service provider. On the other hand, if the service provider does not show up, the service provider will be

penalized by the same amount of the deposit and it will go to the client. If neither parties show up, there will both penalized. The system will get certain percentage for the penalization. Go back to our lawyer/client example, if the client does not show up 3 minutes pass the appointment time, his/her deposit of \$18 will be penalized and 70% will go to the lawyer, 30% will go to the system. If the lawyer does not show within 3 minutes of appointment time, the lawyer will be penalized the \$18, and 70% goes to the client, 30% to the system. If neither party show within 3 minutes of appointment time, both parties will be penalized 30% of the \$18, which will go to the system. The system clock will be the standard clock for the whole service exchange system in order to avoid potential dispute. The scheduling system provides options for both parties to choose to be reminded the appointment time with voice/word notifications 1 day, 1 hour in advance.

Once both parties log on within the predefined margin of error for the appointment, the service then starts. The clock will start as soon as the service provider log on given pass the appointment time. For example, if the appointment is start at 10:00am, the lawyer come at 9:45am, the clock will not count till 10:00am. On the other hand, if the lawyer show up at 10:02am, the clock will start at 10:02am so that the clients are not paying for the 2 minutes of time that the lawyer is not providing any service. However, if the lawyer comes at 10:00am, and the client shows at 10:02am, the clock will start at 10:00am because it is the lawyer is already ready to provide service at 10:00am.

The deposit will apply to certain amount of time of initial service (such as, 10% of the appointment just like the deposit amount). And after that period there will be a real-time counter for the service charge. The client will control the time he/she wants to be serviced with the service charge counter providing total service charge real-time. To avoid potential problems such as client reserve 3 hours and only use 30 minutes, the service providers can determine the maximum amount of time one appointment would be allowed. For example, the maximum slot for one appointment can be 1 hour, if the client needs 3 hours of services, he/she needs to reserve 3 slots so that if he/she only use the first 1 hour, his/her deposit for the other 2 slots will be penalized for breaching the contract.

The interactive intellectual service would be available in several ways choose by the service providers, such as word chat, internet phone or internet video phone, etc. The advantage of this real-time interactive intellectual service is first of all, clients and service providers can be anywhere in the world. This system also provides a secure transaction mechanism for service providers to receive payment in real-time. Also, the clients can remain anonymous if they wish. Furthermore, the service providers can control their working schedule. The services can be anything, such as legal, accounting, medical, business, art, entertainment, etc. The system will share certain percentage of revenue with the service providers.

After the service, the clients can provide ratings and

reviews about the service and post it on the system for future reference.

Clients can also post potential intellectual service request for service providers to bid. ~~The system will provide a~~ template for clients to put their RFP (request for proposal) on the system and let potential providers to browse and response with filling out a Proposal format. Then the clients can pick and choose the service providers to work with and schedule a service appointment on the system.

Earn Money with Chat Channels

Instead of pay for a chat channel to receive intellectual services, members can choose to participate some events and earn money. For example, a company can use this system to do market study, such as test marketing and focus group. Members can make money by either filling an online survey, or can participate in the real-time focus group session. The company who conducts the study will determine the pay (\$ per minute) and control how much time they want to interview with each of the participants. The company can use this system to select targeted group to ask for participation. Members who want to participate can sign up for a schedule provided by the company and log onto the company's exclusive channel when the time comes. The advantage of this system is that companies can do real targeted market study by select the participants based on their profile. The potential cost is very low compare to the traditional market research methods. This kind of studies can by any kind of sessions, such as test marketing, brainstorming, job interviews, etc.

Community Building with Chat Channels

Owners of intellectual properties can take advantages of the interactive system provided by the system and provide some free sessions to build relationship with customers. Owners can do "book electronic signing" session, talk session, etc. with customers. Owners can pick and choose to target specific group to deliver the message that this session is available for a certain time. The session can be either one-on-one or public session.

Intranet System

Companies can also implement the present system for its intranet system to communicate company-wide intellectual properties. The reward instead of cash could be points, and who ever earn the top points can be recognized by a special reward or cash bonus. This system would stimulate the flow of intellectual creations and built a strong community among employees within a company without leaking confidential information.

Multiple Owners

The system also allows multiple owners of an intellectual property to split the reward/income of the intellectual property if they choose. The owner group needs to register individually as member and assign one of the owners to submit the intellectual property. When submit the intellectual property, the system will allow the submitter to choose the option to split the income with many registered members with the percentage determined and agreed

by the owners. This income-split option is available real-time, and can be modified anytime by the original submitter.

Live competition

The system will allow people/businesses/schools to run live competition with the client-host chat channel provided by the system. People can also run live entertaining show such as "Jeopardy" on this system. Furthermore, people can run other forms of intellectual competition on this system. For example, business schools can run live case competition on this system with the host committee and participating students all join from remote locations. The system would allow the host to present the case to the participants, give a deadline for response and let each team/student to present on the system. Then the committee can vote can reward the winners right after the presentation. The competitions can be all kinds such as business, academic, entertainment, etc.

Break an aggregated intellectual property into pieces
The system will allow owners of intellectual properties (publishers/authors/music/video) to break their intellectual properties into fragmented pieces. For example, a published book can be digitized and break into different chapters. The owner of the book can price each chapter with different price and allow buyers to buy each pieces. The total price of all pieces can very well exceed the price of the aggregated one. Also for example, a CD album can be break into every songs with different price determined by the owner and sell to the buyers.

Author can put multimedia profile, introduction such as voice, video, etc., third party information such as press release, etc.

Pay per use vs. owning

The system will provide different pricing system determined by the owner for potential customers of intellectual property to choose the option either to "use" it once or "own" (license) the products. For example, customers can choose to just listen to a CD on the system real-time, or view a video/movie real-time on the system with a low cost. Or customers can choose to pay for download the music and video to their own computer storage such as CD and VCD, etc. in order to reuse it again and again. Furthermore, for some real new items, the owner can also choose to use differentiate pricing at the beginning and mark it down later on. The system provides lots of pricing tool that allow owners to automatically mark down or up based on different time schedule. (You can think this one as New Movies vs. Video Tape Rental vs. Video Tape Owning)

More on pricing tools

The system will provide pricing tools which allows the owners to pick different pricing strategies based on product life cycle, the demand, and other drivers. For example, owner can decide to pick a algorithm that if monthly demand is over certain amount, the price will be automatically mark up by certain percentage, vice versa. Also owners can decide that a new song will price at

certain level, and after a few weeks will be automatically mark down a few percentage. Etc. etc. Owners will pay for these pricing tools with a fee.

The techniques described here are not limited to any particular hardware or software configuration; they may find applicability in any computing or processing environment. The techniques may be implemented in hardware or software, or a combination of the two. Preferably, the techniques are implemented in computer programs executing on programmable computers that each include a processor, a storage medium readable by the processor (including volatile and non-volatile memory and/or storage elements), at least one input device, and one or more output devices. Program code is applied to data entered using the input device to perform the functions described and to generate output information. The output information is applied to one or more output devices.

Each program is preferably implemented in a high level procedural or object oriented programming language to communicate with a computer system. However, the programs can be implemented in assembly or machine language, if desired. In any case, the language may be a compiled or interpreted language.

Each such computer program is preferably stored on a storage medium or device (e.g., CD-ROM, hard disk or magnetic diskette) that is readable by a general or special purpose programmable computer for configuring and operating the computer when the storage medium or device is read by the computer to perform the procedures described in this document. The system may also be considered to be implemented as a computer-readable storage medium, configured with a computer program, where the storage medium so configured causes a computer to operate in a specific and predefined manner.

While various implementations of the present invention have been described above, it should be understood that they have been presented by way of example, and not limitation. It will be apparent to persons skilled in the relevant art that various
5 changes in form and detail can be placed therein without departing from the spirit and scope of the invention. Thus the present invention should not be limited by any of the above-described example implementations, but should be defined only in accordance with the following claims and their equivalents.

What Is Claimed Is:

1. A computer program product for electronic commerce, the computer program product tangibly stored on a computer-readable medium,
5 comprising instructions operable to cause a programmable processor to:
receive electronic content;
automatically offer an intellectual property right for the electronic content;
receive a request for the intellectual property right; and
transfer the intellectual property right to the sender of the request.

10

2. The computer program product of claim 1, wherein the instructions operable to offer comprise instructions operable to cause a programmable processor to:

offer the intellectual property right for sale.

15

3. The computer program product of claim 1, wherein the instructions operable to offer comprise instructions operable to cause a programmable processor to:

offer the intellectual property right for rent.

20

4. The computer program product of claim 1, further comprising instructions operable to cause a programmable processor to:

receive a payment from the sender of the request.

25

5. The computer program product of claim 4, further comprising instructions operable to cause a programmable processor to:

send a payment to a custodian of the intellectual property right.

30

6. The computer program product of claim 1, further comprising instructions operable to cause a programmable processor to:

send a portion of the electronic content to the sender of the request.

7. A computer program product for obtaining a service, the computer program product tangibly stored on a computer-readable medium, comprising
5 instructions operable to cause a programmable processor to:
receiving, from a service provider, a request to offer an online service;
automatically posting the offer; and
receiving, from a client, an acceptance of the offer, thereby establishing a
service contract.

10

8. The computer program product of claim 7, further comprising
instructions operable to cause a programmable processor to:
provide a channel for the online service.

15

9. The computer program product of claim 8, further comprising
instructions operable to cause a programmable processor to:
schedule an appointment for the online service; and
inform the service provider and client of the appointment.

20

10. The computer program product of claim 9, further comprising
instructions operable to cause a programmable processor to:
receive a deposit from the client; and
transfer the deposit to the service provider if the client does not access the
channel near the time of the appointment.

25

11. The computer program product of claim 9, further comprising
instructions operable to cause a programmable processor to:
receive a deposit from the service provider; and
transfer the deposit to the client if the service provider does not access the
30 channel near the time of the appointment.

12. A method for electronic commerce, comprising:
receiving electronic content;
automatically offering an intellectual property right for the electronic
5 content;
receiving a request for the intellectual property right; and
transferring the intellectual property right to the sender of the request.
13. The method of claim 12, wherein offering comprises:
10 offering the intellectual property right for sale.
14. The method of claim 12, wherein offering comprises:
offering the intellectual property right for rent.
15. The method of claim 12, further comprising:
receiving a payment from the sender of the request.
16. The method of claim 15, further comprising:
sending a payment to a custodian of the intellectual property right.
20
17. The method of claim 12, further comprising:
sending a portion of the electronic content to the sender of the request.
18. A method for obtaining a service, comprising:
25 receiving, from a service provider, a request to offer an online service;
automatically posting the offer; and
receiving, from a client, an acceptance of the offer, thereby establishing a
service contract.
19. The method of claim 18, further comprising:
- 30

providing a channel for the online service.

20. The method of claim 19, further comprising:
scheduling an appointment for the online service; and
5 informing the service provider and client of the appointment.

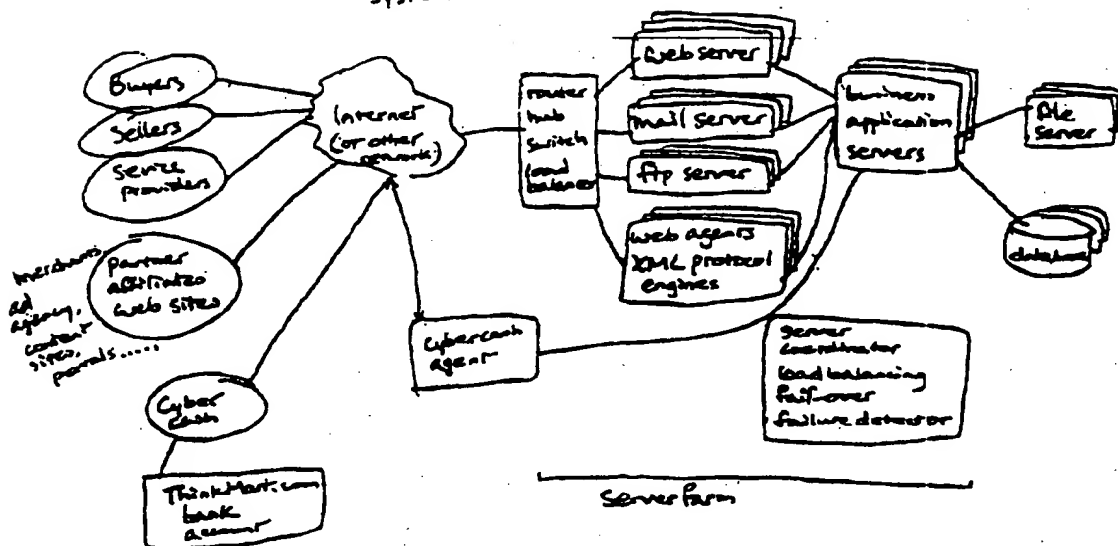
21. The method of claim 20, further comprising:
receiving a deposit from the client; and
transferring the deposit to the service provider if the client does not access
10 the channel near the time of the appointment.

22. The method of claim 20, further comprising:
receiving a deposit from the service provider; and
transferring the deposit to the client if the service provider does not access
15 the channel near the time of the appointment.

①

ThinkMart.com (system architecture)Xia
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System overview

Note:

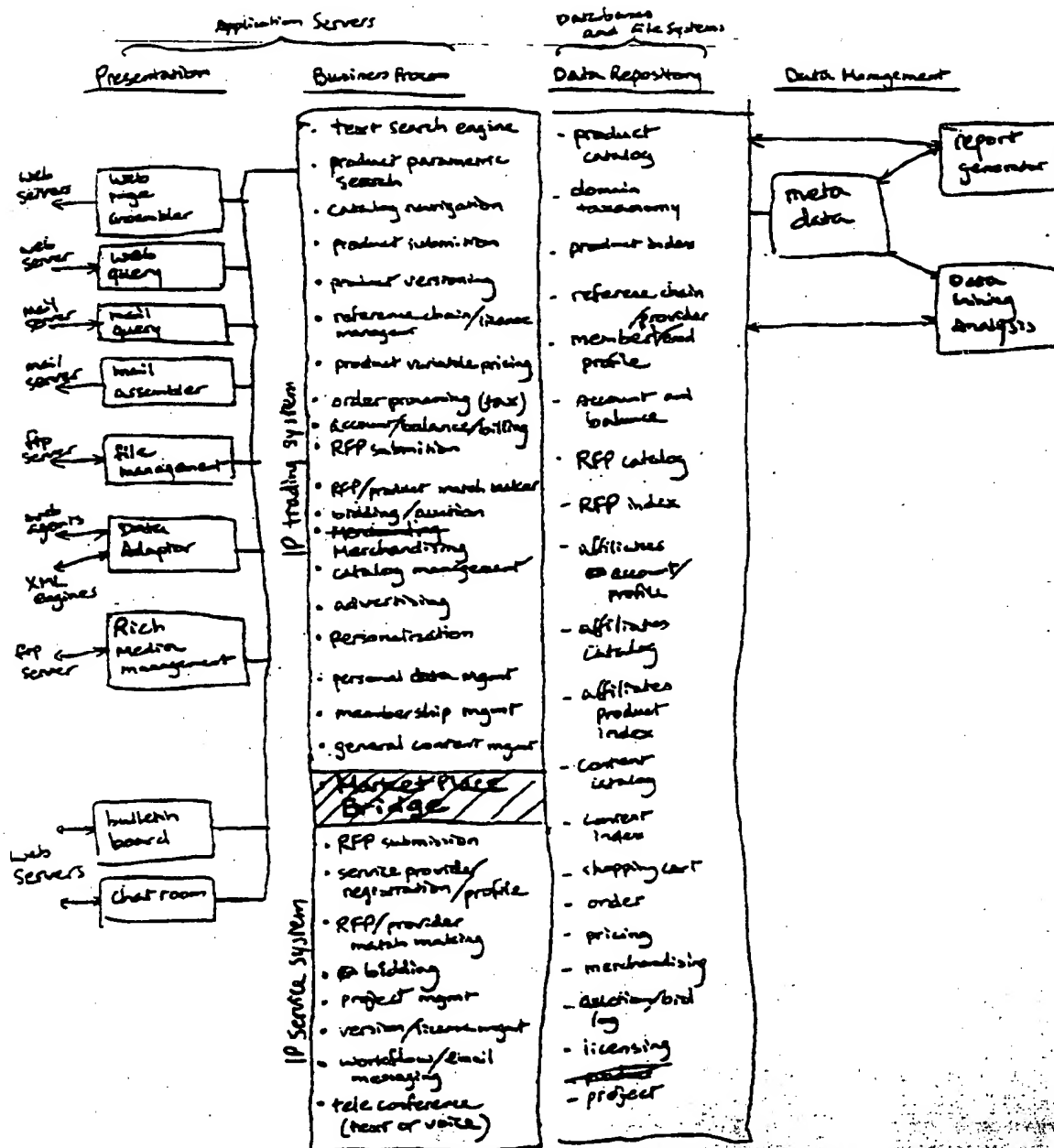
- Internet (IP network) is primary network, but other network (e.g. cellular phone, PCS, pager) also considered.
- Server farm is an ~~internet~~ internal private network server system with load balancing and fail-over capability. Server coordinator is the central manager of the server farm.
- Application servers process all business logic.
- Partners/Affiliates are connected thru web agents or XML protocol engines if the partners ~~are~~ support XML.
- Billing transactions are handled thru Cybercash to establish bank transactions.
- Other relevant Internet service such as Taxware, online language translation, etc. can be connected similarly to Cybercash if needed.
- Security is enforced by standard SSL and HTTPS.

File 1

(2)

ThinkMart.com

Application Servers and Databases Architecture

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Notes on page (2)

File Management:

- upload
- download
- directory (hashing for load balancing)
- version control, checkin/check-out
- disk quota limitation
- file format conversion
- proprietary file format/mechanism to protect digital copy and provide digital watermarks.

Rich media:

- audio files
- video files
- 3D VRML files
- Internet telephony

Business Process: 2 main categories for 2 market places. a bridge connects them (under definition)

- 1) IP trading — buyer/seller marketplace
- 2) IP service — service provider/client marketplace

Data Repository:

- relational database for well defined data
- file systems for raw data (submitted by members/providers)
- generic content can be either form (DB or file)

Content: anything not defined specifically in database tables.
It can be ad banners, product reviews, news, etc.

RFP: request for proposal. buy wanted item or service request

Match Maker: an intelligent inference engine is built to facilitate the sourcing process for buyers and direct/indirect selling for sellers.

Merchandising: abstract term for many marketing/sales tactics. refer to marketing spec.

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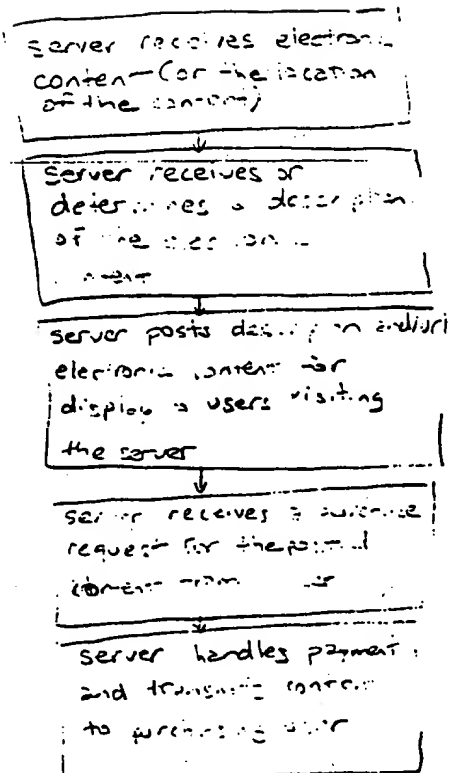


FIG. 5